
Hitchin Boys' School

Job Description



Position: Marketing and Communications Officer

Reporting to: School Business Manager

Grade: H4

Working Hours: 37 hours

Working Weeks: 39 weeks (term time + 5 days)

Job Purpose:

To develop and execute marketing initiatives that effectively promote the school's brand, enhance its reputation, attract prospective students and staff and strengthen engagement with the school community.

To take the lead in administering social media, coordinating events, designing promotional materials, branding and parent communication platforms and school newsletters.

Responsibilities:

Marketing & Brand Development

- Develop and execute innovative marketing strategies to position the school as a leading institution.
- Ensure that all communications and marketing materials are on-brand across all communications channels.
- Maintain a directory of school logos/images and advise on correct use where appropriate.

Alumni

- Build and maintain an Alumni database.
- Promote and administer Alumni membership.
- Work closely with the Head of Sixth Form and Careers Leader to initiate and organise Alumni events to engage past pupils.

Social Media & Digital Presence

- Oversee and update social media accounts to enhance the school's online presence across multiple platforms (e.g. Facebook, LinkedIn, Instagram, WhatsApp).
- Monitor feeds from other departments and advise departments on setting up their feed as necessary.
- Deal with any messages/posts received.
- Develop engaging, high-quality content for social media, newsletters and digital campaigns.
- Manage and update the school's website with compelling and relevant content, ensuring it is engaging and user-friendly.

- Monitor online engagement and provide data-driven insights to improve outreach.

Event Coordination & Community Engagement

- Assist with the organisation of school events such as open days, concerts, career fairs and festivals, ensuring seamless planning and execution.
- Liaise with Parents' Society to publicise and coordinate their events.
- Utilise the school's social media channels to foster connections with the community.
- Analyse post-event outcomes by compiling reports that evaluate attendance, engagement and overall success. Utilise insights to drive improvements for future events.

Student & Staff Recruitment

- Support the admissions team in attracting and converting prospective students through targeted marketing efforts.
- Develop digital resources and e-marketing materials to support the school's admissions process.
- Implement strategies to increase enquiries, applications and enrolments for both students and staff.
- Conduct face-to-face marketing activities, school tours and outreach programmes to attract top talent.

Marketing Materials & Campaigns

- Design and produce high-quality promotional materials, including brochures, newsletters, bulletins, presentations and videos, creating engaging visuals that align with campaign objectives and ensure brand consistency.
- Coordinate press releases, media alerts and other PR efforts. Maintain a press cuttings folder.
- Support crisis communication when necessary and uphold the school's public image.

Communications

- Plan, organise, write and arrange for the production of the school prospectus annually.
- Research, plan and order other marketing materials as necessary.
- Collate and write the school newsletter every 3-4 weeks.
- Prepare and issue a weekly Staff Bulletin by email to all staff every Monday.
- Liaise with the relevant Assistant Head to update the school calendar on Google.
- Liaising with the Head's PA & SBM to upload policies, documents and other content that have been approved by the Main Board to the public website.

SchoolCloud

- Set up each year group consultation evening on SchoolCloud and liaise with staff about correct classes and availability.
- Synchronise the system with SIMS/MIS to ensure that the correct classes, students and staff are imported.
- Troubleshoot issues with staff/parents as necessary.

InTouch/Edulink One/Data

- Prepare letter explaining our communication system(s) for new Year 7 parents.

- Ensure parents of all new pupils (Year 7 and in-year) are set up for In Touch/Edulink One.
- Send general messages using InTouch/Edulink One as appropriate.
- Train new admin staff and others who may wish to use the system(s).
- Input all data for Year 6 transition pupils from Data Collection Sheets.
- Remind parents annually to check and update their data on Edulink.
- Input data as needed for new students joining during the year and all data changes advised by parents as and when they notify HBS.

Person Specification

- Proven experience in marketing, communications or public relations.
- Strong writing, content creation and design skills.
- Ability to manage social media platforms effectively.
- Experience in event planning and delivery.
- Proficiency in digital marketing tools and analytics.
- Strong interpersonal skills and ability to work collaboratively with a variety of stakeholders including senior leadership, teachers and external partners.
- Strong attention to detail and accuracy of spelling, grammar and punctuation with sufficient numeracy skills to deal with statistical data.
- Ability to problem-solve and demonstrate proven time management and prioritisation abilities.

The post holder will undertake any other duties commensurate with the grade of the post, in consultation with line manager.

This job description is subject to review and may be changed following consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the school in relation to the post holder's professional responsibilities and duties.

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment. All staff will be subject to an enhanced check with the Disclosure & Barring Service.

Print name	Print name
(Member of staff)	(Line Manager)
Signed	Signed
(Member of staff)	(Line manager)
Date	Date
(Member of staff)	(Line Manager)